

Legislation Text

File #: 15-14005, Version: 1

CATS Transit Marketing and Communications Services Contract Award

Action:

- A. Approve a contract with Saturday Brand Communications for marketing and communications services for an initial term of three years, and**
- B. Authorize the City Manager to renew the contract for up to two, one-year terms with possible price adjustments and to amend the contract consistent with the purpose for which the contract was approved.**

Staff Resource(s):

John Lewis, CATS

Explanation

- The Charlotte Area Transit System (CATS) provides millions of passenger trips every year. CATS strives to communicate with the community using strong, engaging, and effective messaging to increase awareness about CATS services and projects and to encourage residents to ride and/or support the system.
- Employing a marketing firm will assist CATS in reaching various audiences and enhancing the brand while strengthening its image around the Charlotte region.
- Annual expenditures are estimated to be \$300,000.

Charlotte Business INclusion

Saturday Brand Communications, Inc. is a City Certified SBE.

Established MWSBE Goal: 5.00%

Committed MWSBE Goal: 5.00%

Saturday Brand Communications, Inc. met the established subcontracting goal and has committed 5.00% (\$45,000) of the total contract amount to the following certified firm (Part C: Section 2.1 of the Charlotte Business INclusion Policy):

- Sequel, LLC (SBE) (\$45,000) (marketing consulting & strategic consulting)

Fiscal Note

Funding: CATS Operating Budget